

PFMA minutes Jan 2, 2021
6pm Via zoom

1. Welcome: Carolyn Snell
2. Attendance(Hanne thank you for keeping track of attendance):Attendance: 21 Farms present
 - a. Cindy Creps Meadow Ridge Perennial Farm
 - b. Caitlin Jordan - Alewives Brook farm
 - c. Emily Selinger - Emily's Oysters
 - d. Carolyn and Ramona Snell Snell Family Farm
 - e. Dandelion Spring Farm (Beth Schiller)
 - f. Whitney Graham- Beckwith Farm
 - g. Jan Goranson Goranson farm
 - h. Hanne Tierney Cornerstone Farm
 - i. Mark Mancini - Waggin Tail Farm
 - j. Austin Chadd Green Spark Farm
 - k. Ruth Fiske and Nicolas Lindholm, Blue Hill Berry Co.
 - l. Cathy Karonis Fairwinds Farm
 - m. Lisa and Mark from Gracie's garden
 - n. Jaime Berhanu (bookkeeper/snap)
 - o. Mike Farwell Uncles Farm
 - p. Heather Donahue Balfour Farm
 - q. Jean Koons
 - r. Lauren Bruns Lost & Found Farm
 - s. Jessica Koblic Good Shepard
 - t. Lucy Carter Middle Intervale Farm
 - u. Ruby Nelson Merrifield Farm
3. Reports:
 - a. Saturday Market: Austin Chadd/Carolyn Snell
 - i. Went well, lots of prep for COVID, volunteers were key, THANK YOU to Carolyn for holding steady and all the work the committee has done
 - b. Wednesday Market: Mike Farwell
 - i. Good set up, just like Saturday. Late in year, would like to bring everyone onto one side of the park- it was too far spread out on Wed. customers liked Wed location at the park
 - c. Winter Market: Austin Chadd/Doug Donahue
 - i. Some vendors outside on good days. Hasn't felt "full", feels safe to shop. Vendors requested more signage, need to direct people to come inside. - we can continue to clarify the messaging, using social media. Carie-volunteer management- the list is getting shorter, some are very dedicated.volunteers have worked out well, have not had more than 35 people at too many times. Emily is willing to help with social media

posting, Cathy is doing Instagram on Sat am, Cindy is doing Wed posts, maybe Emily can do Friday

- d. SNAP Committee: Beth Schiller
 - i. Thank you to Jaime who is the force behind the SNAP committee.
 - ii. SNAP: up 40% this year over previous years, given out more Maine Harvest Bucks than any other year.
 - iii. Staff turnover- Jaime has handled this, as well as help from Jimmy from the MFFM.
 - iv. Colleen is current staff person
 - v. Kept to budget this year- black tokens are being phased out
 - vi. Looking forward- we are at a functional baseline. To enhance our program, we need more interest, contact Beth if you'd like to help
- e. Promotions Committee: Cindy Creps/Cathy Karonis
 - i. Cindy: consistent Social media posting
 - ii. Mary Ellen is willing to continue to help with promotions
 - iii. Cathy helped with winter market press releases, and social media, willing to do more
 - iv. Digital promotion running in PPH until Feb.
 - v. There's more to do, let Cathy or Mary Ellen know if you'd like to help
- f. Finances: Jaime Berhanu
 - i. How 2020 went
 - 1. Jaime has been working with accountant to clean up our accounts, making adjustments to prepare for filing taxes, reclassifying activities so income is just income, and pass through funds like market rents etc not being counted as income-ie be taxed upon.
 - 2. 2020 P&L- several adjustments made based on advice from the accountant- this simplifies the market bookkeeping
 - ii. Using the Black Token Money
 - 1. Jaime would like to convert some of this money to income for the market. Accountant recommends a 2 year process to utilize this and keeping a reserve amount, \$3-5K to cover any tokens brought in .
 - 2. This needs to be voted on by the membership and we need to get a clearance from a lawyer. The accountant does not think this is an issue, but said it was a good idea to talk with a lawyer.
 - 3. Carolyn would like to vote on this: Hanne: pending approval from the accountant and lawyer, we use \$8626 over 2 years, split between SNAP and PFM, leaving \$4000 in reserve.
Second:Cindy. Carolyn asked for naysayers, discussion: this has been years in the discussion about what to do with these funds.
NONE opposed to the motion, motion passes.
 - iii. Vote on Budget 2021
 - 🇺🇸 2021 PFMA Budget

1. Using black token money will help balance the budget this year, budget includes option of additional fundraising- including being a benefit from the PFCOOP register roundup, also looking for additional donations. Hanne would like to consider raising money by equitably deducting from farmers SNAP reimbursement checks in the summer instead of raising the dues, or asking individual members to donate to cover a whole market expense to make it more fair. This may be premature as we do not know the final number of vendors yet. We can wait to approve until the Feb meeting
2. Beth- would like to raise Jaime's salary by \$0.50/hr.as a line item change in the budget. Also, there was a Portland minimum wage referendum \$18/hr min wage, but the City Council is trying to figure the legality of this(2022 implementaion?) there is a concern about being able to keep an employee if we are payn=ing below market rate- right now, we are paying \$14/hr. Carolyn recommends postponing the budget vote until next month. Staff turnover is expensive too. SNAP committee can decide about the employee budgeting and make a recommendation at the next meeting. Raising dues would be equitable for the additional cost of the SNAP program.
3. Postpone budget vote to Feb as we need more information : get lawyer recommendations, number of farmers participating, Portland wage changes
 - iv. Fundraising(see above discussion)
 - v. Portland Food Co-Op(see above discussion)

4. Official Advertised dates:

- a. Hanne motions:second Jan
 - i. Sat, April 24th
 - ii. Wednesday April 28
 - iii. Last Outdoor: Wednesday Nov 24
 - iv. Winter starts: Dec 4th Ends: April 23, 2022
 - v. Outdoor beings April 30 2022
 - vi. None opposed, motion passed

5. Are we accepting new members for 2021?

- a. Saturday- have lost 5 farms-Old Ocean, Fishbowl
- b. Wednesday Bumbleroot, piper, frontier maple,two farmers
- c. Winter- lost 1 full time person. We have three spots altogether available, (we have 3 temporary members this year filling these spots.)
- d. COVID- if farms chose not to attend, space would be held if current on dues.

- e. We should add vendors since we have room in the park? Hanne would like to not have additional vendors for Saturday because at some point we will go back to a smaller footprint and may not have room. Carolyn pointed out the product mix at market has changed.
 - f. Beth would like the steering committee to make the rule for filling new member spots from existing membership.
6. Officer Election
- a. Chair: Carolyn Snell
 - b. Secretary: Heather is stepping down, Cathy will step up to this position
 - c. Treasurer: Grace Pease(Ruby will fill her place as grace is in Bangor for a year)
 - d. Membership Coordinator: Cindy Creps
 - e. Market Manager Wednesday: Mike Farwell
 - f. Market Manager: Saturday: Austin Chadd
 - g. Winter Market Manager: Doug Donahue/ David @Good Shepherd
 - h. Steering Committee: Beth Schiller, Caitlin Jordan, David, Heather, Hanne
 - i. Hanne motions to accept the slate as presented: second by John Carter none opposed Motion Carries
7. Join a committee?
- a. SNAP: Beth Schiller, Hanne Tierney, Dominic Pascarelli, Ruby, Carolyn
 - b. Promotions: Dominic, Jessica, (Hanne for historical knowledge only), Caitlin(willing to be assigned tasks), Cindy (stepping down), Mary Ellen, Jan would help(tasks), Emily, Cathy
 - c. Winter Market: David Kolbick, Carrie Mancini, Emily Selinger, Doug
8. Tasks for Covid:
- a. Scheduling Volunteers: Carrie/ Carolyn
 - b. Setting up barricades: Tuesday evening: check with Friends of Deering Oaks and city
 - c. Setting up barricades: Friday evening:
 - d. Marking spaces: Carolyn
 - e. Signs: address at future meeting based on the situation in the spring
 - f. Sanitizing stations: address at future meeting based on the situation in the spring
 - g. Maintaining the pre order contact list: Emily
9. Festival of Nations? This is not in the works at this point.
- a. Move for one day or close early?(pre-emptive motion just in case the festival happens) Hanne: motion we will move for the one day for another location in the park: Mike Second none opposed. Motion Passed
10. Next meeting dates:

- a. Feb 6th at 6pm: Membership, Saturday membership and changes to filling spots due to member attrition
- b. March 6th at 6pm: Buy in

11. Vote on Provisional members:

- a. Emily's Oysters: motion to accept: Jan second Lucy: Cindy- it is a great addition to the market, Carolyn- she is participating in the market, none opposed, motion carries
- b. Frontier Maple: withdrew from market
- c. Waggin' Tale Farm: motion to accept Heather, second Jan. Cindy- good members, none opposed motion passes
- d. Gracie's Garden: motion to accept Ruby, second Jan. Ruby- great product, Jan- use vegetables from other vendors. None opposed motion carries

12. New business?

- a. Hanne wants to address the buy in rule. We are still not a buy-in market, the rule does not accomplish the goal set forth. Would like to have the rule changed back to a 75/25% buy in. This extra meeting is time consuming and the rule is not followed. The orange signs still need to be used per state law. We can vote on this at the next meeting.

13. Adjourned 8:33pm